

24/7 Answering Service Can Keep Customers Happy and Facilitate

Sales

By Jerry Uht

24/7 Answering Service Can Keep Customers Happy and Facilitate Sales

Jerry Uht
gtu@pcmsi.com

PCMSI <http://www.pcmsi.com>

24/7 Answering Service Can Keep Customer's Happy and Facilitate Sales

Many businesses stimulate their market round the clock. Whether sales literature, web sites or advertising, prospects are reached frequently overnight and on weekends.

What do you do when your customer is ready to buy and your doors have closed for the day?

Have you experienced a situation when you've called after hours and get an answering machine asking you to call back during business hours, or worse yet, no answering machine at all?

You can only hope that potential customer is the patient type and will keep trying to shove their money under your door. Or will that customer satisfy their need by moving on to the next available supplier?

Few businesses have the budget for staffing and equipping for 24 by 7 live staff or order-taking operation.

A solution frequently used by retailers, contractors or professionals is to utilize a professional live answering service.

Answering services provide the valuable service of a live receptionist available to answer questions, make appointments or take orders.

Long gone are the days when answering services simply took and relayed messages.

Technology and proper training enable the receptionist to answer each call as if they were an employee of your company. Computers queue the receptionist instantly identifying the call's source. A prepared script or fact sheet is utilized to handle the call.

In addition to off-hours call handling, many answering services can handle calls after a certain number of rings or when there would be a busy signal during periods of hyper-activity, often saving a sale.

The reality is most businesses are open less than one-third of the time. That is a small window of opportunity for your customer to buy.

In today's economy and lifestyle, customers want to satisfy their need as quickly as possible. If you're not available when they are ready to buy, you may have a disgruntled potential customer or prospect, or worse yet, a lost sale.

Consider a professional answering service to solve this problem for your business. You should experience increased sales and have a happier customer base.

About the Author

Gerard Uht, Jr.

E-mail: gtu@pcmsi.com

Website: <http://www.pcmsi.com>

Gerard Uht Jr. is the owner of Professional Communications Messaging Service and a member of the Association of TeleServices International.

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)